Check-up

Patient: Whole Earth Review
(Not including Whole Earth Institute)

Vital Signs:

1. Profit/Loss January 1, 1990 to April 30, 1990:	**$16,079 Loss**
2. Profit/Loss 1990 Full Year (projected):	**$81,917 Loss**
3. Profit/Loss Per Month 1990 (projected):	**$6,826 Loss**
4. Cash in Bank June 1, 1990:	**$20,000**
5 ~~4~~. At this rate, cash runs out in:	**2.9 months**

Background

Profit/Loss:

	Not Including Subscription Liability	Including Subscription Liability
1. 1988:	**N/A**	**$135,347 Loss**
2. 1989:	**N/A**	**$100,438 Loss**
3. 1990 through April 30:	**$16,079 Loss**	**N/A**
4. 1990 Full Year (projected):	**$81,917 Loss**	**N/A**

Per Issue View

1989 (Actual through 4/30/90)

	1st Qtr. (#62)	2nd Qtr. (#63)	3rd Qtr. (#64)	4th Qtr. (#65)	Qtrly. Avg.
Cost/Qtr.	170,704	166,658	171,181	175,326	170,967
Income/Issue	120,827	135,631	135,632	124,859	129,237
Profit/<Loss>	<49,878>	<31,028>	<35,550>	<50,468>	<41,731>

1990

	1st Qtr. (#66)	2nd Qtr. (#67)	3rd Qtr. (#68)	4th Qtr. (#69)	Qtrly. Avg.
Cost/Qtr.	173,975	173,343	188,483	185,744	180,386
Income/Issue	129,180	131,234	130,250	130,250	130,228
Profit/<Loss>	<44,796>	<42,110>	<58,233>	<55,494>	<50,158>

How Has the Patient Survived So Far?

- Sell 3-Year subscriptions — Money received now for 1990, 1991, 1992 expenses.
- Spend money now.

Subscription Liability & Number of Subscribers (at quarterly high point just prior to mainfile mailings):

	Sub Liability (in $)	Sub Liability (#63=100)	# of Subs	# of Subs (#63=100)
#61	N/A	N/A	20,465	95
#62	N/A	N/A	20,051	93
#63	388,000	100	21,631	100
#64	300,000 ?	77 ?	21,657	100
#65	475,000	122	20,311	94
#66	536,000	138	20,945	97
#67	480,000 (est.)	124	21,200	98

1989 vs. 1990
Payroll Comparisons (WER only *)

	1989 Actual	1990 Projected
Total # of Hours , (for hourly staff)	**18,364**	**18,890**
Total Payroll Expenses (for hourly staff)	**$257,412**	**$282,367**
Total Payroll Expenses (for hourly and salaried staff, excluding director)	**$297,565**	**$320,689**
Total Payroll Expenses (for hourly and salaried staff, including director) 1	**$297,565**	**$342,104**

. . . And remember, in 1989 we lost **$100,438**

* Does NOT include: WE Institute, Ecolog, Chronicle Column, new projects or "pre=project" work

1 = only includes director for 7 months.

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          .30
1574 ⟌ 4850
       4722
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       1280
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      485
14 ⟌ 6800
     56
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     120
     112
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      80
      70
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        1574
12 ⟌ 18890
     12
     --
      68
      60
      --
       89
       84
       --
       150
```

= only includes dire